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The Roses of Newcastle

1932

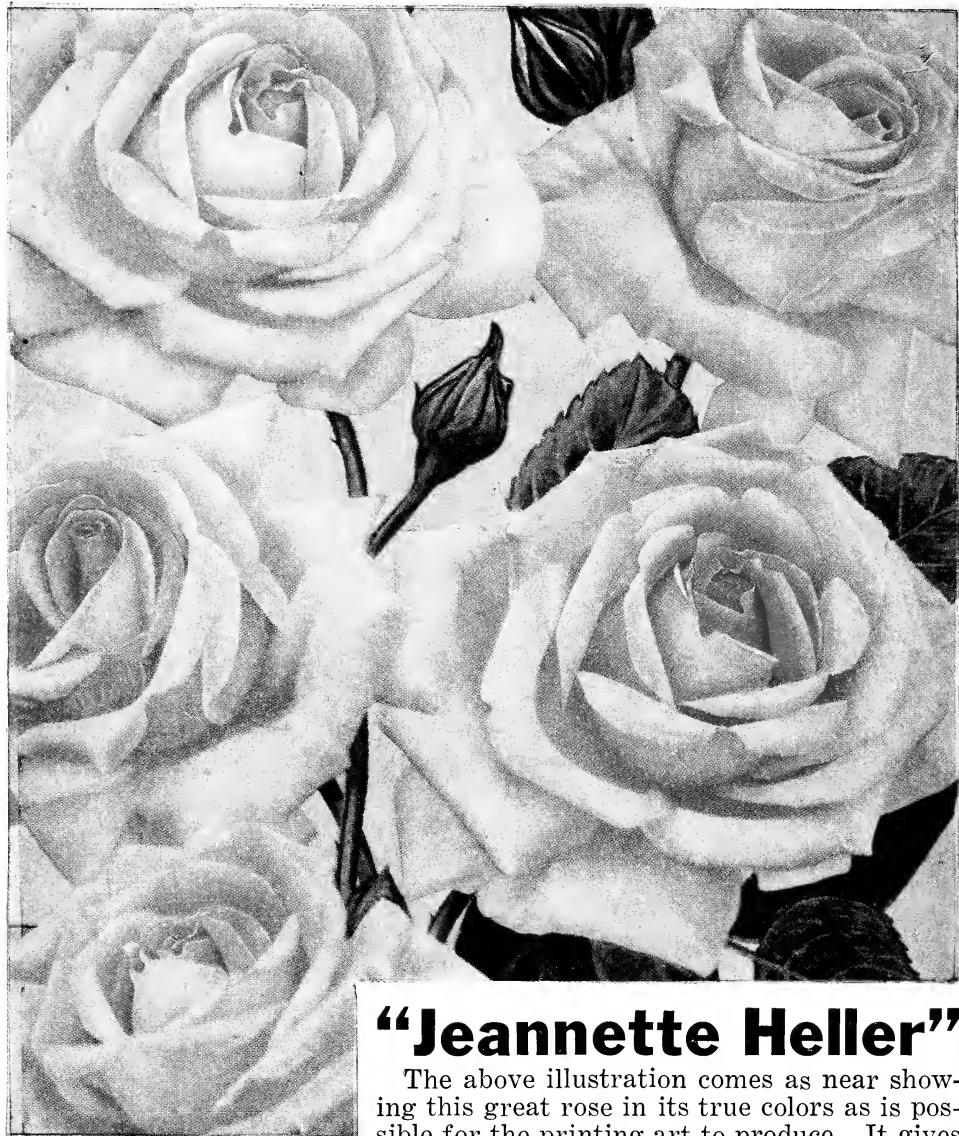
*Our Great New
Bush Rose
"Pride of Newcastle"*



HELLER BROS. COMPANY

P. J. LYNCH, Owner

NEW CASTLE, INDIANA



"Jeannette Heller"

The above illustration comes as near showing this great rose in its true colors as is possible for the printing art to produce. It gives

some idea of its delicate color combinations. Hundreds of thousands of Jeannette Heller rose bushes have been sold to satisfied customers the world over. It stands out as one of the greatest of all hardy garden bush roses.

"The beautiful 'Jeannette Heller' was three years old last summer and at one time had fifty-six blooms and buds on it."—Mrs. F. A. W., Louisville, Kentucky.

"Your roses are wonderful. 'Jeannette Heller' is 'Queen of them all'."—Mrs. F. E. S., Seattle, Wash.

"The 'Jeannette Heller' rose is by far the most satisfactory rose I have ever seen."—Mrs. G. R. McG., Dallas, Texas.

"I can't say too much for Heller Roses. I can't think of any rose more beautiful than 'Jeannette Heller'."—Mrs. R., St. Joseph, Mo.



Lovely "Jeannette Heller"

THE PRETTIEST, STRONGEST, HEALTHIEST, HARDEST FANCY-COLORED GARDEN BUSH ROSE IN THE WORLD

This most famous of the "ROSES OF NEW CASTLE" is **OUR** rose, introduced by us. Upwards of a million plants sold. Thousands of testimonials from all parts of the world tell us what we are telling you—that **this is the most satisfactory and most beautiful rose now known.**

In health, hardiness, tremendous growth and for continuous blooming, it stands alone—unsurpassed. Has the vigor of an oak, growing in ordinary soil and under poorest conditions to perfection everywhere. We have seen it here, a single bush 2 feet high with 17 perfect flowers and buds at one time. No other rose can equal that! We have seen it here in the ice and sleet still blooming and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

~~Color indescribable, a beautiful blending of shell pink in center, shading off to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink.~~

Flowers immense in size, as big as an ordinary tea cup; buds beautiful, pointed, enormous. In any size plant it will bloom immediately **this year anywhere**, and continuously until freezing weather.

Massive leathery-like foliage protects it from insect attacks. Needs no petting or coaxing. Plant it where you will—**IT GROWS, IT BLOOMS**—and is an everlasting joy to the beginner or amateur. Grows in any soil or climate. Born in America and ought to be planted in every American home. It has made us famous. It will make you a rose enthusiast forever.

Prices of the two great ROSES OF NEW CASTLE: "JEANNETTE HELLER," illustrated in color on opposite page and the greatest crimson rose in the world, "PRIDE OF NEW CASTLE," illustrated on front cover page, are as follows in extra fine, own-root, pot grown plants ready for immediate blooming: Strong first size plants, 30c each, 4 for \$1.00; \$2.50 per dozen, prepaid by parcel post. Large two year old plants 80c each, 6 for \$4.00; \$8.00 per dozen by Express. If wanted by prepaid parcel post add 10c per plant for 2 year old stock. Still larger Star size plants, \$1.00 each, 6 for \$5.00; \$10.00 per dozen by Express. If star size plants are wanted by prepaid parcel post add 15c per plant. Prices include privilege of selecting in any quantity one or both varieties. All pot-grown, on own roots.



Your "Jeanette Heller" is surely the most beautiful rose I have ever seen. It is always in bloom and is the pride of my garden."—Mrs. N. J. Young, Klickitat, Washington.



How to Grow The "Roses of New Castle"

These famous, "ROSES OF NEW CASTLE" pot grown, on own roots are kept during winter at a temperature slightly above freezing, which is Nature's treatment of all perpetual plants and trees. When Spring arrives they are ready to commence a healthy growth the same as their brother trees and shrubs.

They are carefully prepared for amateurs and beginners and all risk of failure is removed before the plants are shipped. Field grown, dormant, wild root roses frequently in many sections of the country are affected with deadly diseases which soon kill them off. We refer to Brown Canker and Common Cane Canker. Our *Own-root* roses have no such diseases and are superior because they are free from diseases and are absolutely healthy.

We develop the root action of the plant by our method of growing, instead of putting the burden on you to do that. It costs more to produce *Own-root* roses but you pay less for them by reason of our efficiency, equipment and the forty-two years of experience this writer has had in producing these wonderful vigorous rose plants.

Our rose plants can be set out any time during the year after severe freezing and frost is past. That means they can be set out with entire safety in the coldest climates in late March, April, May, June, July, August and up to severe freezing weather again. Field-grown, wild-root plants must be planted in March or April while they are dormant. There is no closed season for planting the "ROSES OF NEW CASTLE."

You have no wild-root suckers or shoots with these *Own-root* rose plants of ours as you are likely to have with wild-root, dormant roses. Unless you are experienced

you will wind up with a wild rose plant. *Own-root* plants are best in every way. Before you buy rose plants insist on knowing whether they are on their *Own roots* or budded or grafted on wild roots. Whether or not you buy from us, plant *Own-root* roses and avoid disappointment.

Wild root roses seem to require numerous sprayings with

various insecticides and instead of a thing of beauty they are an eye-sore. A plant ought to be a thing of beauty and these *Own-root* roses are.

As long as any considerable part of the root of our *Own-root* roses is alive, you still have the Real rose. The winter may kill back the tops but that means nothing as they will come back again stronger than ever. If you plant a wild-root, dormant plant and the tops are killed back then you have nothing left but a wild rose.

Our plants are grown in the best rose soil in America. We have seen them on the ground of the Federal building here develop in a single year to a size not usually obtained in five years, enormous plants 8 to 10 feet across, 6 to 7 feet high.

Compare our prices with prices asked for field-grown, wild-root roses and you will find them so much lower there is no comparison. There certainly is no comparison so far as the quality is concerned. They are in a class by themselves, the last word in rose perfection, the best and cheapest rose plant in America.

Preparation of Soil. Now as to their cultivation. There has been so much misinformation appearing in prominent publications, written by inexperienced and alleged specialists who simply know nothing whatever about the practical side of rose growing, the wonder is that these publications have not done what they are now doing generally, refraining from printing these out-pourings of "chain" writers, some of whom now admit what they have already written has been inconsistent.

There is no mystery, no difficulty in growing these famous "ROSES OF NEW CASTLE". You don't need elaborate instructions, technical plans of drainage, a multitude of don'ts and do's to follow, lists of roses, many of which are foreign grown and unsuited to the varying climatic conditions of this country—all of this and more has tended to confuse the mind and has discouraged many who want a few rose bushes for the pleasure they give. Don't pay any attention to such instructions. Roses are not a burden. They are intended to be a pleasure and if you will plant the "ROSES OF NEW CASTLE" you will be rewarded with beautiful flowers under the most ordinary conditions. Good garden soil such as will grow corn, peas, beans etc. is ideal. When it is possible, enrich the soil with well rotted manure. Cow manure is best. Horse manure, if thoroughly rotted



P. J. LYNCH, Owner
Heller Bros. Co.



"Roses sent me last year did fine. Jeannette Heller is the best of all in growth and bloom."—James C. Edwards, Duquesne, Penna.



will do. If you use chicken, pig, sheep and other animal manure use it sparingly, if at all. Bone meal and air slacked lime may be used lightly. Spade deep—fifteen inches or more if you can, for reasonable drainage and to hold moisture in hot weather.

When to Plant. Plant after all danger of frost is past, and any time thereafter that suits you. There is no closed season for planting our roses; being pot grown, they may be set out in the Northern and Middle states any time during the growing season, spring, summer or fall. In the Southern and Pacific Coast states, plant whenever it suits best. Our plants are always ready to plant and with perfect safety.

How to Plant. Plant them as a rule, if in beds, 18 to 24 inches apart. Nothing iron-clad about this. Plant to suit yourself or your space. Put the plant down well into the soil—deeper than they have been grown in the soil here. Firm them thoroughly into the soil, leaving a slight depression around the plant to hold the moisture. After planting, pour the water around the roots until you are sure that the soil at the bottom of the roots is well dampened. Don't be afraid to water them at this period, and when this is done don't water too much afterwards. Roses are like corn; they like hot, dry spells and heavy rains. If the roots are kept wet all the time the young feeding roots will not develop, so if they dry out now and then it will be helpful, and if you must water—water them well after such drying periods. Roots are developed when the plants are on the dry side from time to time. If you have water under pressure, syringe the foliage frequently. It helps to maintain health, just as we all find a bath refreshing, as well as healthful. As the plants bloom, cut the flowers as they appear, and have the pleasure they are intended to give. As you cut them it helps to develop more blooming shoots. When the plants are growing actively, feed them, say every ten days to two weeks, lightly, of course. Use Stim-U-Plant tablets, which are very effective. If insects should appear, and they are not likely to as long as the plants are healthy, use a spray of Sulpho-Tobacco Soap.

Winter Protection. This writer, after a lifetime of observation, has arrived at the conclusion that more rose plants are killed from too much, misdirected kindness than all other causes combined. In my own yard I have Tea Roses, Baby Ramblers, Hybrid Teas and Hybrid Perpetuals. I have never protected my plants at all, and have lost practically none. I don't say this is a rule to be followed, but I do say this. A large

percentage of amateur planters, as soon as the first heavy frost comes, commence covering their rose plants. This is the wrong procedure. Don't commence protection until real freezing weather comes—then put a good covering of soil around the plants, then leaves, litter, straw; heap plenty of soil up around the stalks. Now, here again, is the value of the ROSES OF NEW CASTLE. Because they are on their own roots, the tops may be completely winter killed, but they will start again from the roots the following spring. Not so with the nursery-grown, wild-root rose plants. If their tops are winter killed you have nothing left but a wild root. Our roses are therefore more enduring, far more valuable, and it is not unusual for them to last a lifetime. Uncover the plants in the early spring, gradually, just the same as you covered them, so when all danger of freezing is over you will have them practically uncovered. Now don't cover too early or too much, and don't let the covering stay on too long in the early spring.

PRUNING

When plants fail to mature buds, remove a large percentage of the undeveloped buds and imperfect blooms. If the bushes are more spreading than desired they can be pruned back without injury about one-third of their growth in early spring, before they foliage out.

MILDEW

Mildew does not seriously damage but makes the plant unsightly. The remedy is to dust the foliage in the morning while the dew is yet upon it, with sulphur flour, which may be had at almost any grocery or drug store.

BLACK SPOT

Black Spot is caused as a rule by continuous wet weather or an unfavorable, damp location. Spray with a mixture of Bordeaux, which you can secure at any drug store. This is an effective control but it will be found our rose plants are not so affected unless the location is unfavorable.

GENERAL INFORMATION

After planting, if the leaves turn yellow and drop off, do not be alarmed. Nature thus conserves the vitality of the plant. Immediately the plant will throw out new and stronger shoots. During the growing season if the plants develop diseased foliage that indicates the root action is poor and the plant needs nourishment, in the way of a good plant food. Roses like sunshine. Partial shade is not so harmful but they do best in full sunshine. Do not plant too close to trees or shrubs.

WRITE US IF YOU NEED HELP

Feel free to write us at any time. We will help you in every way we can. If you are in doubt about the proper selection you can safely leave it to us. If the plants do not develop as they should, write us and it is possible we can help you. With the vigor, vitality and general health of our plants, if these simple instructions are followed, it will be the exception to the rule if you do not have splendid success with our roses.

HELLER BROS. CO., New Castle, Indiana



"I want to commend you on your method of packing. All received in perfect condition."—F. David Sunderland, Cobble Hill Rd., Sayberville, R. I.



New Hardy Everblooming Garden Roses



Sensational New Rose, President Hoover

The yearly crop of new roses brings but few that are worthwhile. Unless you want to experiment, no need to go outside of what is offered here. Hardiness, health, freedom of bloom, beauty of flower, and wide range of new color effects—all will be found in our list. All are bush type, garden roses, Hybrid Teas, except as noted.

President Hoover

Glorious new garden bush rose, wonderfully free-blooming, rivaling "TALISMAN" in gorgeous colors—a blending of orange, pink, coppery red, with glowing orange yellow at base of petals, suffused with vivid rose pink. The most dazzling combination of colors ever seen in a rose; impossible to describe or illustrate. Lovely buds, large flowers, exquisite fragrance. Strong growing, beautiful foliage; the outstanding fancy-colored bush rose of the day; selected as the best of forty thousand new seedling roses; awarded highest honors and gold medals all over the world. Been selling at \$2.00 each and higher. Very hardy. Our stock is from the introducer. One-year-old plants, 50c each; 2 for 80c, postpaid. Strong 2-year-old plants, \$1.25 each. Still larger Star-size plants, \$1.50 each, by express. Add 10c per plant if 2-year and Star-size are wanted, prepaid by parcel post.

CHAPLIN'S PINK CLIMBER—Pronounced as the best hardy climber introduced in years. Large flowers, clear, sprightly pink, borne in immense trusses. A pink "Paul's Scarlet".

CRIMSON BEAUTY—New. Improved Gruss an Teplitz. Strong, clean, sturdy, bush. Glowing crimson flowers, borne continuously. Very hardy.

Joanna Troutman

Deepest new yellow bush rose. Strong growing. Beautiful foliage. Insect proof. Blooms constantly. Buds long, deep copper color, flowers rich orange.

PADRE—New. Improved Mme. Herriot. Brilliant coppery scarlet, flushed yellow at base of petals. Semi-double; beautiful long buds.

RAFTURE—Intensely brilliant colors, bright apricot, coral rose, and gold. Beautiful buds, large flowers. Gorgeous.

MRS. HENRY MORSE—Best new two-tone, much sought for. Contrasting shades of pink, glowing yellow undertones. Gorgeous.

MME. GREGOIRE STAECHELIN—New Spanish climber. Much talked about and high priced. Strong, climbing, hardy everywhere. Buds crimson, expanded flowers showing splashes of carmine, pearl pink inside; striking.

Mrs. A. R. Waddell

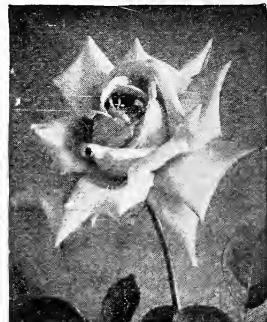
Rivals Rev. F. Page Roberts; better grower. Beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Distinct, strong, free, hardy.

LADY ALICE STANLEY—Color, coral-rose, inside of petals shading to flesh pink. Very beautiful. Easy to grow.

ROSELANDIA—Dark saffron-yellow. Considered an improved Ophelia. Sweet perfume.

W. FREELAND KENDRICK—Buds medium, flowers large, double. Color, flesh deepening to peach in center.

SENATOR MASCURAUD—Unusually healthy. Exquisite large deep, double flowers, globular blooms center egg yolk color shading to sulphur yellow. Rare, scarce, beautiful.



Mrs. A. R. Waddell



Joanna Troutman

Present low prices of all roses on this page except where noted, strong first size plants 30c each, 4 for \$1.00 postpaid; Strong two year old plants, 80c ea., \$8.50 per dozen by express or 90c each, \$9.50 per dozen prepaid by parcel post. (Former prices 90c and \$1.00 each). Still larger star size plants \$1.00 each by express or \$1.15 prepaid by parcel post.



"'Pride of New Castle' has developed wonderfully. I want more of them." Mrs. F. - W. Messimer, Saltillo, Coach, Mexico.

"'Pride of New Castle is beautiful, just like picture in catalog.'" Mrs. Louis Gerard, Wooster, Ohio.

"My 'Pride of New Castle' is as high as my waist and now in bloom. You have the world beaten for roses." Mrs. Tom Tindle, 324 Jefferson St., Fredonia, Kansas.

"Your 'Pride of New Castle' is a beautiful rose." Miss F. Long, 5023 Idaho Ave., St. Louis, Missouri.

"Pride of New Castle"

OUR BRILLIANT NEW CRIMSON BUSH ROSE

We state without reservation that this sensational, new, deep crimson, bush rose is the best rose of its color now known. To introduce such a rose is the life ambition of every Rosarian. Originated by Mr. E. G. Hill, the distinguished American Rosarian, from whom we purchased the entire stock. It can be had only from us. An American rose for America.

It is of strong, vigorous growing bush type, foliage is large, heavy and very free from disease. Bears its magnificent flowers in wondrous abundance, continuously.

Flowers immense in size, very double, covering the bush continuously during the growing season; long stiff stems. No other crimson rose can compare with it. **Color, gorgeous, deep shining, velvety crimson, sometimes lighter color.** Deliciously fragrant. Very hardy. In our gardens it stood 25 degrees below zero unprotected. Unquestionably the most brilliantly beautiful garden bush rose of its color in the world.



P. J. LYNCH, Owner, Heller Bros. Co., and introducer of the great "Pride of New Castle".

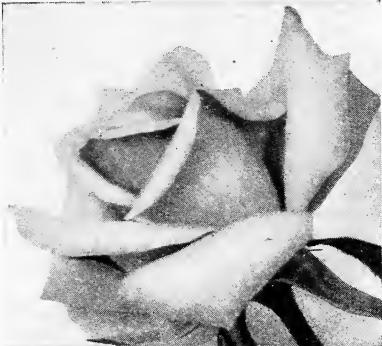
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"The roses arrived in good condition. No other firm packs them so well."—
Richard J. O'Fallon, U. S. Naval Station, Guantanamo Bay, Cuba.



NEW ROSES—Continued



Great Crimson Rose, Courtney Page

ROYAL RED—Flowers enormous. Scarlet red, almost black shadings; delicious fragrance.

EDEL—Bud large, flower large, double, stately; fragrant; white with ivory shading.

ELsie BECK-WITH—Rich glowing rosy pink, sweetly scented blooms, with large bold stiff petals on long stems. Vigorous upright grower.



La Champagne

DUCHESS OF WELLINGTON—Blooms very large, full and perfectly formed with high pointed center. Color a dainty saffron-yellow. Vigorous, free flowering.

LADY URSULA—Pale pink, blooms continuously throughout the summer.

LA CHAMPAGNE—Semi-double peach colored blooms, slightly shaded darker. Better than Madam Butterfly.

RED GIANT—Bears lovely carmine colored flowers throughout the season.

CITY OF LITTLE ROCK—Beautiful bright pink. Flowers large. Strong grower, free flowering.

JOHN COOK—Color clear pink, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden roses of our time.

KOOTENAY—Flowers of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great rose.

RED COLUMBIA—Color brilliant scarlet crimson of exquisite shading.

COURTNEY PAGE—Magnificent flowers, large, full double. Intense glowing crimson overlaid with a velvety sheen. Grand grower. None better.

TEMPLAR—Clear, bright crimson red of exceedingly double form. Flowers wonderfully beautiful.

REV. F. PAGE ROBERTS (H.T.)—Similar to Mrs. A. R. Waddell, but Waddell is better—larger flowers, stronger grower. Hard to describe, copper red going to golden yellow, the outside petals a reddish tint.

Two year old, pot plants only, \$1.00 by express; prepaid by parcel post, \$1.15 each.

DAVID O. DODD—See illustration, back cover page, of this marvelous new crimson rose.

BRIARCLIFF—Great garden rose. Brilliant pink, enormous; highly scented. Healthy, strong growing.

ETOILE DE HOLLAND—Bright red flowers of medium size, fairly full, deliciously perfumed.

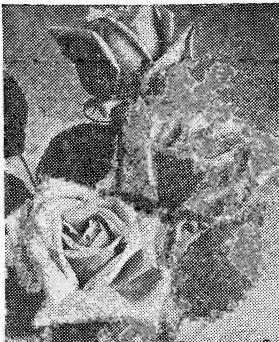
JOHN C. MENSING—Bright shimmering pink shaded golden. Petals large, well formed; gorgeous.

ROSE HILL—

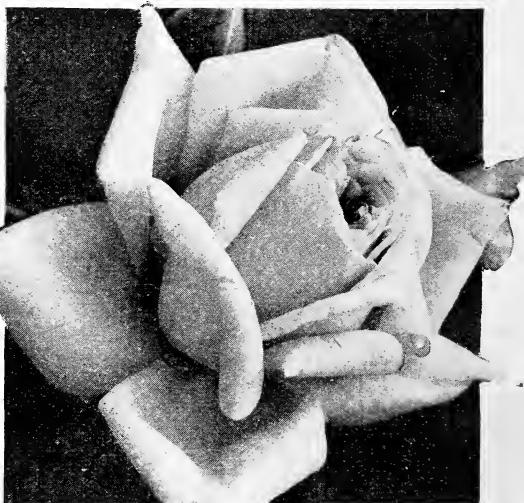
Improved Columbia. Pure rose pink. Unsurpassed in size, beauty and healthy growth.

GARDEN GEM

Grand grower, absolutely free from disease. Satiny pink flowers of lovely form. Magnificent bloomer. One of the best new roses.



City of Little Rock



The Beautiful Kootenay

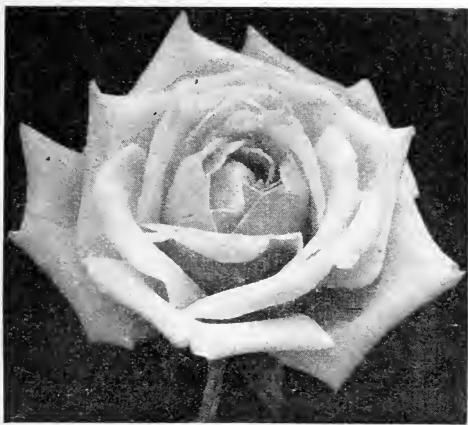
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"I will have to compliment your company as having the best packed roses."
—Mart DoRan & Son, 224 S. 10th St., Lincoln, Nebraska.



Hardy Everblooming Garden Bush Roses



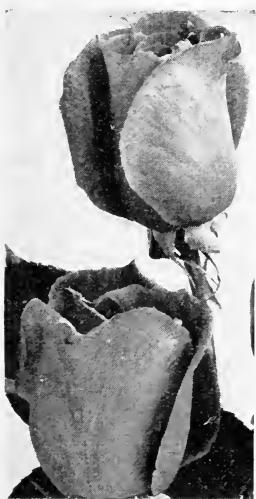
Red Radiance

Red Radiance

A Great American Bush Rose

Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden roses in the world. Very hardy and free blooming.

SUNBURST (Giant Yellow) — Immense buds, long and pointed on strong stout stems opening into beautiful gigantic, full, deep, double flowers, which are borne continuously. Color coppery yellow, with golden orange in deeper shades. Magnificent bush rose, stands four feet or more in height. Foliage immense in size and strong, vigorous in habit of growth.



Rhea Reid

On this and the following pages are offered all the great Hybrid Tea, garden bush roses that are planted by nearly everybody because of the sound satisfaction they give everywhere. They bloom continuously from early summer until severe freezing weather; have large bold, handsome, exquisitely fragrant flowers in most gorgeous colors. Like all roses they are benefited by winter protection. Once planted these great garden roses are practically permanent.

MRS. AARON WARD—Very distinct, coppery orange in the bud, golden orange when partly developed and pinkish fawn when fully opened. Splendid; pleasing fragrance. Plant is dwarf, spreading with healthy holly like foliage; always blooming.

OPHELIA—Salmon flesh, shaded rose. Buds of unusual beauty, opening full and double. Of strong habit, produces its flowers in great profusion. Very hardy. A most lovely and famous rose. Very popular.



Pink Radiance

Pink Radiance

Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest roses.

VICTOR—Strongest growing garden rose we have ever seen. Immense foliage. Deep, rosy, very large pink flowers on long stiff stems. Buds long and pointed opening full and double.

Rhea Reid

The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff erect stems. The color is vivid scarlet crimson, gorgeous in appearance.

Present low prices of all roses on this page: First size plants, 25c each, any 5 for \$1.00, postpaid. (Former Price 30c each). Strong two year old plants, 70c ea., \$8.00 per doz. assorted, by express; prepaid by parcel post 80c each, \$9.00 per doz. (Former Price 85c and 95c each). Still larger star or specimen plants at 90c each, \$9.50 per doz. by express; prepaid by parcel post, \$1.00 each, \$10.00 per doz. (Former price \$1. and \$1.15 each).



"I bought some roses from you several years ago and they are still beautiful."—Shutt Flower Gardens, 260 E. North St., Hillsboro, Ohio.



HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

GEN. MACARTHUR (H. T.)—Wonderful scarlet crimson blooms. Bears continuously. Highly perfumed. Erect plant, fine foliage. Very good. **RICHMOND**—Vivid red, exquisitely shaped, immense fragrant flowers are nothing short of gorgeous. Free flowering all summer.

Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose—Considered one of the world's twelve best roses. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect gorgeous. Splendid cutting rose.

Silver Columbia

An offspring of the great "Columbia," with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong, healthy grower.

HELENA CAMBIER—Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon rose to coppery rose. Hardy everywhere. Don't overlook this great rose. See illustration of it and prices 4th cover page.



Gruss an Teplitz

COLONEL R. S. WILLIAMSON—New and lovely satiny-white with deep blush center. Blooms large, free flowering.

COMMONWEALTH—Buds, long pointed, flower very double, large, of fine substance; solid deep pink color, long, strong stems.

AMELIA GUDE—Flowers beautiful, of a pleasing shade of golden yellow, petals tipped lighter. Free bloomer, good grower.

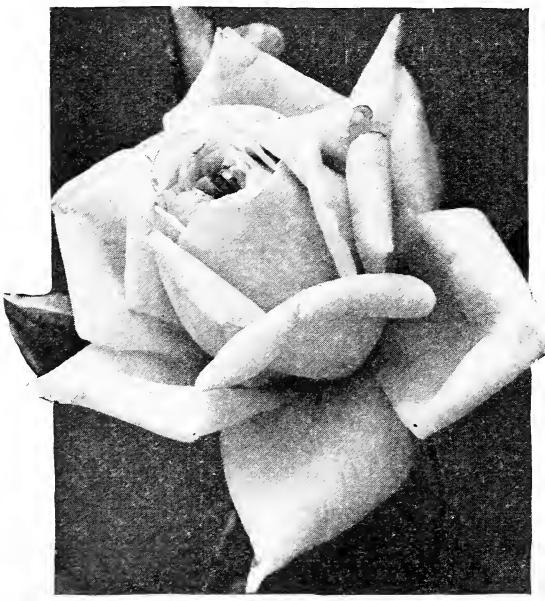
ETOILE DE FRANCE—The strong, upright bushes have beautiful bronze-green foliage, which is not subject to insect attacks. Blooming constantly, producing large massive, deep, full cup-formed flowers of clear red or velvety crimson.

MME. EUGENE E. MARLITT—Exceptionally healthy, vigorous and free blooming. Flowers large, very double, rich bright carmine with scarlet tones which do not fade. A pleasing rose.

LORD CHARLEMONT—Clear crimson, deepening to carmine crimson almost black shadings, large, full, sweetly scented. A magnificent rose.

LA FRANCE—Bright pink flowers with curled petals showing silvery tints; intensely fragrant. Plant strong; healthy.

CRIMSON QUEEN—There is no color that produces the show that a good crimson does. This is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom, extremely hardy.



Silver Columbia

Prices of all roses on this page: First size plants 25c each, any 5 for \$1.00, postpaid. (Former price 30c each). Strong, two-year-old plants 70c each; \$8.00 per dozen assorted, by express; prepaid by parcel post 80c each, \$9.00 per dozen. Star size or specimen plants at 90c each, \$9.50 per doz., by express; prepaid by parcel post \$1.00 each, \$10.00 per doz. (Former price \$1.00 and \$1.15 each).



"I want to commend you on your method of packing. All received in perfect condition."—F. David Sunderland, Cobble Hill Rd., Sayberville, R. I.



HARDY EVERBLOOMING GARDEN BUSH ROSES—Continued

Alexander Hill Gray

We are firmly convinced that this lovely bush rose is one of the very best, if not the best yellow, everblooming, garden rose. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease.

PRINCE E. C. D'ARENBERG

—This really great rose seems to be overlooked. Flowers of a bright scarlet, shaded maroon, borne on long, straight stems. Buds long and pointed, opening full and double. Magnificent in form. A grand grower, with fine disease resistant foliage.

PREMIER—Blooms immense, buds long, full, pointed. Color rich, deep, rose-pink, without shadings.

HOOSIER BEAUTY—It is exquisitely beautiful, producing its gorgeous flowers in profusion all the time. And such flowers. Deep, double, immense in size, gloriously formed, color superb velvety crimson.

NATIONAL EMBLEM—Crimson, overlaid with deep, velvety crimson, shading to deeper vermillion edges; buds long and pointed, blooms full, deep and double; fragrant.



Alexander Hill Gray
Great Yellow

AMERICAN BEAUTY—The fame of our American Beauty roses is world wide. The rich, glowing crimson flowers, shaded and veined, are immense in size. Very double. Borne on long, stiff stems. Hardy with protection. Blooms with unusual freedom.

MADAM BUTTERFLY—Imagine exquisitely formed buds of Indian ochre with yellow at the base with intermediate tones of clear brilliant shades of coral pink, opening into deep, full flowers, a glorious effect. Strong growing, free blooming.

Kaiserin Augusta Victoria

A great white, hardy, everblooming rose. Strong sturdy grower; free flowering; has become the most popular of all white roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long stiff stems; deliciously fragrant; especially good in autumn. Plant is moderately vigorous and very hardy. A lovely truly indispensable white garden rose.

***JONKHEER J. L. MOCK** **Gorgeous Giant Pink**—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden rose.



Kaiserin Augusta Victoria

Present low prices of all roses on this page: Strong, first size plants, 25c; any 5 for \$1.00, post paid; (Former price 30c each); two-year-old plants, 70c each, \$8.00 per dozen assorted, by express; prepaid by parcel post 85c each, \$9.00 per dozen. (Former price 85c and 95c each). All on own roots. Still larger star size or specimen plants at \$1.00 each, \$10.00 per dozen, by express; prepaid by parcel post, \$1.00 each, \$11.00 per dozen.



"Climbing Columbia" is the best Climbing rose in existence. The flowers are beautiful.—M. A. H., Sedalia, Missouri.



One of the greatest garden roses, Columbia

Columbia

Lovely Pink Garden Bush Rose

As a garden rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from diseases. A marvelous garden rose.

GUARANTEED HEALTHY PLANTS

Never in our experience has it been more important to have healthy plants than today. Our plants are absolutely healthy and this fact is certified to by the certificate of cleanliness and absolute health from our state entomologist which accompanies every shipment.

SCIENTIFIC PACKING—Next to the soil in which a Rose is grown, the most important consideration from the buyer's point of view, is how the order is packed when it is sent you. We have perfected a system of packing roses and other plants that is so perfect that we ship with safety to all parts of the world. During a single season we have shipped to every nook and corner of America, to Canada, New Zealand, Siam, Philippine Islands, Bahamas, S. W. Africa, Dutch West Indies, China, Newfoundland etc. We receive hundreds of testimonials telling us of the wonderful condition the plants arrive in and that is because we know how to pack them.

Prices of all roses on this page: Strong, first size plants, 25c each, 5 for \$1.00 postpaid; two-year-old plants 70c each, \$8.00 per dozen assorted by express; prepaid by parcel post 80c each, \$9.00 per dozen. Larger star size plants, 90c each, \$9.50 per dozen, by express, \$1.00 each, \$10.00 per dozen, prepaid by parcel post.

RED LETTER DAY — A velvety brilliant scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet; a rose of exquisite grace.

FRANCIS SCOTT KEY

A magnificent garden rose named in honor of the author of the "Star Spangled Banner". Color a glowing scarlet with darker shadings. Buds long and pointed, opening full and double.

CLOTHILDE SOUPERT

New roses come and go but this great everblooming, bush rose is still one of the greatest of all roses ever introduced by any one. Has everything a rose ought to have — beautiful flowers borne in amazing profusion continually. Splendid for cutting. We could fill a page of good things about this rose. A strong dwarf grower and a wonderful bloomer, producing clusters

of full, double flowers. Color effect is a beautiful ivory white with silvery rose center.

CLIMBING COLUMBIA—*A Remarkable New Climbing Rose*—Identical with the great "Columbia" having all the parent's desirable features and in addition it is a wonderful climber, growing ten to fifteen feet in a single season. Blooming as it does continuously, bearing blooms of immense size, often measuring six inches in diameter, this at once becomes the greatest of all pink, hardy, everblooming, climbing roses. Color is the same as "Columbia", a glowing pink, fragrance delicious. A remarkable hardy everblooming climbing rose.

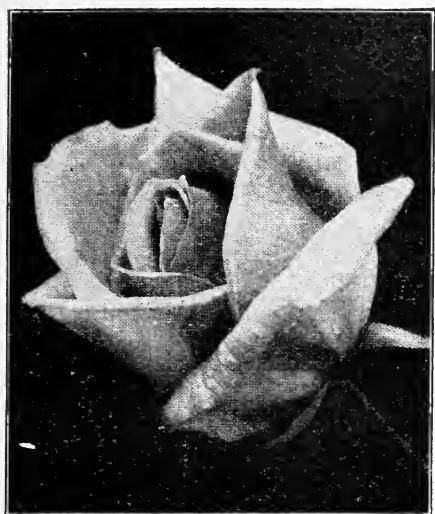
"Columbia is a most glorious rose. It produced seven blooms and is still blooming. They are simply gorgeous." Mrs. T. F., Paris, Illinois.



Roses bought from your firm have been hardy and bloomed well—C. M.,
Nashville, Tennessee.



Hardy Cochet Bush Roses



Typical Cochet Rose

The Cochet Roses are among the greatest of all hardy everblooming bush, garden roses. Hardy with protection, thriving vigorously, making strong, sturdy bushes everywhere. Flowers are superb. Always in bloom the summer through.

PINK MAMAN COCHET—Its large, full and firm buds open into large, perfectly double flowers of splendid substance on long stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

CRIMSON MAMAN COCHET—One of the best hardy Roses of its class and color. Bears immense quantities of deep, velvety crimson. Roses of exquisite fragrance.

WHITE MAMAN COCHET—Snowy white, occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

RED MAMAN COCHET—Produces magnificent flowers, full and double on long, strong stems. Color a warm crimson. A great red rose.

YELLOW MAMAN COCHET—A typical Cochet Rose. A deep, golden yellow, considered one of the very finest yellow Roses.

SPECIAL OFFER—Cochet Roses, one each, 5 in all \$1.00, postpaid; extra strong two-year-old plants. 5 in all \$3.50 by express, \$3.80 prepaid; still larger, star size \$4.50 by express, \$5.00 prepaid.

PLEASE ORDER AS THE "COCHET SET"

Lovely Killarney Roses

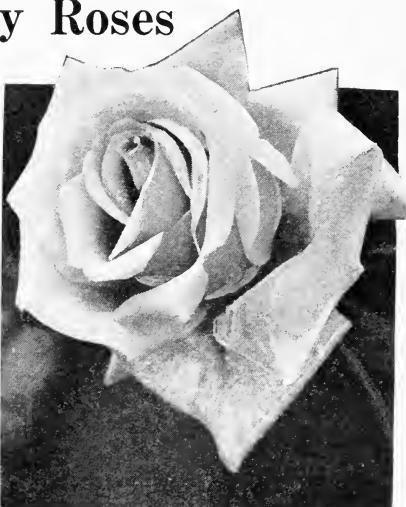
Yellow Killarney

MME. JENNY GILLEMET—A brilliant saffron-yellow rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom all summer. The equal of Souv. de C. Pernet, or any other yellow rose.

WHITE KILLARNEY—Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful, long pointed form of its buds, so distinct that everyone knows it by its shape.



Pink Killarney



Mme. Jenny Gillemot, Yellow Killarney

Pink Killarney

Strong, sturdy and upright, with fine heavy, insect-proof foliage bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant, shell-pink; hardy everywhere. Magnificent in growth; bears its beautiful flowers constantly all summer.

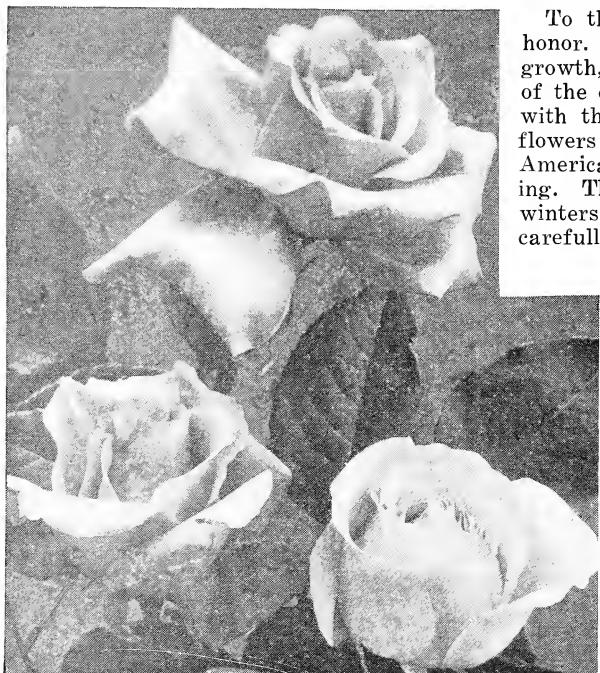
Prices of all roses on this page: First size plants 25c each, any 5 for \$1.00, postpaid; strong two-year-old plants, 70c each, \$8.00 per dozen assorted, by express, prepaid by parcel post, 85c each, \$9.00 per doz. Still larger star size or specimen plants 90c each, \$10.00 per doz.; by express; prepaid by parcel post, \$1.00 each, \$11.00 per doz. 6 plants, one variety or assorted, at doz. rate.



Bought roses from you 6 years ago. They are fine plants now. I want own root roses. Do not send me any grafted roses—J. M., Pooler, Ga.



Hardy Everblooming Tea Roses



The great yellow rose, Etoile De Lyon

Bridesmaid

Valuable for cutting. Fine in the open ground; color fine, clear dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea bush roses.

MARIE GUILLOT—The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large full and double, the buds are very pretty, of sweet fragrance.

Columbia Set of Roses

Five Beautiful Roses Postpaid \$1.00

COLUMBIA—Magnificent, large, full double, silvery pink. Fragrant as American Beauty.

KAI SERIN AUGUSTA VICTORIA—The handsomest of all cream white Roses. Very hardy and constantly in bloom.

MES. B. R. CANT—Beautiful, deep pink with silvery center. Double.

MME. FRANCISCA KRUGER—Flowers very large. Color salmon, deeply shaded coppery yellow.

ALEX. HILL GRAY—Large, finely formed flowers of canary-yellow color.

Five splendid, hardy everblooming kinds, \$1.00 prepaid by parcel post. Two year old pot grown plants, \$3.25 by express; \$4.25, postpaid.

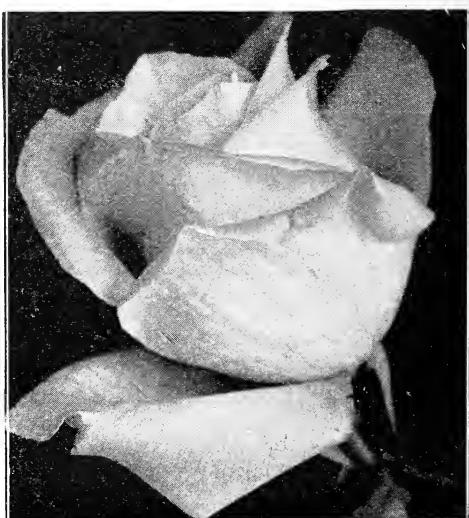
To this class of bush roses belongs all honor. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers and healthy foliage their place in American gardens is secure and everlasting. They are quite hardy, but where the winters are extremely severe, protect them carefully.

Etoile De Lyon

(Star of Lyon's)

Magnificent, golden yellow. One of the hardiest of all tea roses. Strong, healthy grower, unusually so, bearing its superb flowers in amazing freedom and continually. There is no rose to compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size; buds golden yellow, opening into sweetly scented blooms which are fully double to center. This and Alexander Hill Gray are the two great, yellow garden roses and are generally hardy everywhere with winter protection. There are many roses in commerce but none to compare

with these two great roses in color and most important of all, absolute healthy growth. They do well everywhere, both of them, but each is distinct from the other.



Bridesmaid, Brilliant Pink

Prices of all roses on this page: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants, 70c each, \$8.00 per doz., assorted, by express; by parcel post prepaid, 85c each, \$9.00 per doz. All on own roots. Large specimen star size plants 90c each, \$10.00 per doz., by express; prepaid by parcel post, \$1.00 each, \$11.00 per doz. 6 plants, one variety or assorted at dozen rate.



Roses were received in fine condition. Thanks for prompt delivery. I am very much pleased with them and am anticipating many beautiful blooms. You certainly know how to ship roses. Mrs. G. E., Baltimore, Maryland.



HARDY EVERBLOOMING GARDEN BUSH ROSES (TEAS)—Continued

Lady Hillingdon

Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

THE BRIDE—There is no other white rose more satisfactory than the Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

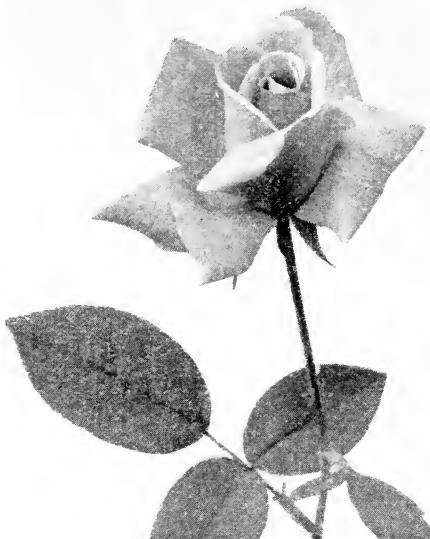
MRS. B. R. CANT—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers with silvery rose center, perfectly double, fragrant.

WM. R. SMITH—The soft blending of the salmon-pinks, rose pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

CORNELIA COOK—Flowers borne in great profusion; color exquisite pure creamy white, tinged with lemon and blush. A very desirable garden rose.

MME. FRANCISCA KRUGER—This beautiful rose is of strong, bushy habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.

50c **COLLECTION NO. 16** 50c
Fifty cents buys 3 hardy Hybrid Tea Roses.
Beautiful colors and tints that will please.



Beautiful Lady Hillingdon

PERLE DES JARDINS—Color, clear golden-yellow, a beautiful shade; flowers large, full, globular form, with great depth and substance, richly perfumed.

My Jeannette Heller is a beauty. At the present time it has 4 large flowers and 9 buds.—Mrs. J. P. M., Schenectady, N. Y.

“Baby Doll” Rose

*Exquisitely Beautiful—Rivals the Rainbow
Our Sensational New Hardy Ever-
blooming Bush Rose*

The most unique rose ever introduced. The foliage is three times as plentiful as is usually found on any rose and is insect proof. It grows not to exceed 15 inches high, produces hundreds of perfectly formed miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming! In hardiness and health it is superb, exquisitely formed, dainty and beautiful. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, “What a wonderful rose.” Perfectly hardy everywhere. Still in bloom today in the writers garden. (November 20th.)



The Dainty Baby Doll

Present low prices of above roses: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy, two-year-old plants 70c each, \$8.00 per doz., assorted by express; by parcel post prepaid, 90c each, \$9.00 per doz. Large specimen star size plants 90c each, \$9.50 per doz., by express; prepaid by parcel post, \$1.00 each, \$10.00 per doz.



"I have ordered roses from near and far but your 'Baby Doll' rose is the best of all. I never fail to tell my friends the many advantages of your Own-root, pot grown roses—C. E. R., Fredericktown, Mo.



Charming Baby Rambler Roses

Dainty, dwarf-growing Polyantha Roses excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy, exquisitely beautiful.



Miss Edith Cavell

CHATILLION—Bright pink. Very vigorous. Profuse and continuous bloomer. Hardy.

Mlle. CECILE BRUNNER—Rosy pink on rich creamy white ground.

LA FAYETTE—Flowers large as "Paul's Scarlet". Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

GEORGE ELGER—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

MISS EDITH CAVELL—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

IDEAL—Enormous heads of blooms of intense, deep garnet.

ANNY MULLER—Flowers shiny, brilliant pink, produced in profusion all summer.

MARIE PAVIE—Medium size, very full and double; borne in large clusters, white flushed carmine. Shapely plants.

ELLEN POULSON—Dark brilliant pink, borne profusely.

WHITE BABY RAMBLER (Catherine Zeimet)—Pure white flowers borne in immense clusters. Delicious fragrance.

BABY TAUSENDSCHEIN—Flowers white, delicately flushed pink, changing to deep rosy-carmine.

RED BABY RAMBLER—Beautiful clusters of bright red flowers, borne in the greatest profusion.

GRUSS AN AACHEN—Yellowish rose colored with salmon pink and red shadings. Blooms larger than the average polyantha.

CLOTHILDE SOUPERT—A strong, dwarf grower, wonderful bloomer, producing clusters of deliciously sweet flowers, full and double. Color effect is beautiful, ivory-white, shading toward center to silvery rose. A different and notable variety.

Hardy Hybrid Perpetual Roses

This class with varieties described below, is noted for its extreme hardiness. Especially adapted to northern climate. Known as the old-fashioned "June Rose". Large flowers.

Frau Karl Druschki

The best hardy, snow-white rose now known. Tremendously strong grower. Hardy anywhere; immense, glorious flower, snow white in color.

GLOIRE LYONNAISE—Flowers large and full; color white, base of petals canary. Tea scent.

PRINCE CAMILLE DE ROHAN—Deep velvety crimson maroon, full and of good form and the best of all hardy dark roses of this class.

GENERAL JACQUEMINOT—Known everywhere as the famous "Jack" rose; crimson scarlet, very fragrant, large, full.

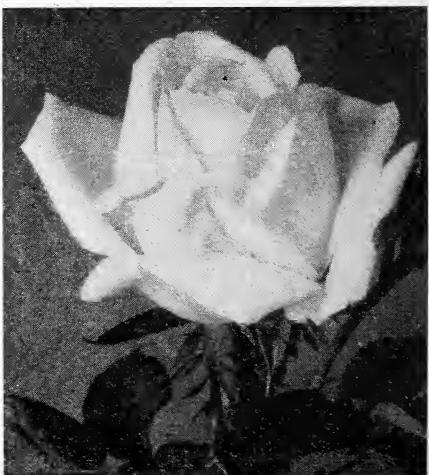
CAPTAIN CHRISTY—Delicate peach-blown pink. Deeper in center. Large full.

J. B. CLARK—An intense deep scarlet-rose, with brilliant sheen, shaded blackish crimson.

ANNE DE DIESBACH (Glory of Paris)—Love-ly brilliant carmine, long, pointed buds, and large, finely formed flowers.

PAUL NEYRON—The flowers are immense; probably the largest and finest Rose; bright, shining pink, clear and beautiful, very double.

MAGNA CHARTA—Bright pink large, double with suffused carmine.



Frau Karl Druschki

Prices of all roses on this page. Strong one-year-old plants, 25c each, 5 for \$1.00; \$2.50 per doz. postpaid; extra large heavy, two-year-old plants, 70c each, \$8.00 per doz., by express; 85c each, \$9.00 per doz., postpaid by parcel post. Star size, specimen plants, 90c each, \$10.00 per doz., by express; \$1.00 each, \$11.00 per doz. by parcel post prepaid. 6 plants, one variety or assorted at doz. rate.



Roses received in the finest condition. They were certainly lovely plants.
—Mrs. P. J. E., Carthage, Missouri.



Free Blooming Climbing Roses

These are the best of all constant blooming climbing roses. Noted for the exquisite beauty of their flowers. Including Teas, Polyanthas, etc. Where the winters are not too severe they are perfectly hardy, but some protection is desirable. Strong growing, bearing large flowers, like the choicest bush roses, they bloom all summer through.

Climbing Gruss an Teplitz

This is an exact counterpart of the bush rose Gruss an Teplitz, illustrated on page 10 but a vigorous climber attaining a height of 10 to 15 feet in a single season. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. Blooms continuously throughout the growing season. One of the world's greatest everblooming climbing roses and hardy everywhere.

MARECHAL NIEL—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

MRS. ROBERT PEARY (Climbing Kaiser-in Augusta)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

CLIMBING CECILE BRUNNER — Color rosy pink, rich creamy white ground. Plants sturdy growing but need protection.

CLIMBING WHITE MAMAN COCHET—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

CLIMBING PINK KILLARNEY—Immense long pointed buds with massive petals, opening into flowers of enormous size; color deep pink, deliciously fragrant.

CLIMBING PINK MAMAN COCHET—An exact climbing counterpart of the bush variety. As free blooming as the Cochets. Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

THE CHEROKEE ROSE—The bushes bear large pure white roses in great profusion.

CLIMBING SUNBURST—Orange copper and golden yellow flowers of large size and perfectly formed handsome buds. Strong grower. Profuse bloomer.

CLIMBING HELEN GOULD — Climbing type of the beautiful Helen Gould. Immense flowers, full and double, constantly produced. Warm watermelon-red. Superior.



Climbing Gruss an Teplitz

FORTUNE'S DOUBLE YELLOW—Beauty of Glazenvwood—Bronzed-yellow or coppery and fawn color.

CLIMBING METEOR—A sport from Meteor, famous for its magnificent flowers. True climbing habit, attaining a height of 10 to 15 feet in a single season. Dark velvety crimson, the equal of any Rose.

FREEDOM—Strong, hardy, rugged, new white climbing rose. Flowers double, sweet scented, free blooming on long stems.

CLIMBING RHEA REID—Same as Rhea Reid except of a strong climbing habit, bearing rich, deep crimson flowers constantly throughout the growing season.

CLIMBING CLOTHILDE SOUPERT—One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

BELLE OF PORTUGAL—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

Prices of all roses on this page: Strong, first size pot-plants, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 70c each, \$8.00 per doz., assorted, by express; prepaid by parcel post 85c each, \$9.00 per doz., larger plants, star size, 90c each, \$10.00 per doz., by express. Prepaid by parcel post, \$1.00 each, \$11.00 per dozen. 6 plants one variety or assorted at dozen rate.



NEW YORK. Three years ago I bought your \$1.00 collection of roses. All lived. The climbers are a source of wonder—they have grown so lovely. I am well pleased.—Miss F. C. W., Buffalo, New York.



Hardy Climbing Roses

This class of roses is in tremendous demand because of their great value. They are hardy everywhere without protection, requiring little attention, blooming gorgeously for several weeks in early summer. Their glorious colors are seen everywhere. Secondly, once planted (our plants) last a lifetime. For climbing over porches, garages, trellis, pergolas, embankments, cemetery planting, for screening unsightly places or single specimens on the lawn they have no equals. Free from insects, hardy as oaks, cheap in price, permanent.

Keystone

Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color deep lemon-yellow. The only hardy deep yellow Everblooming climber we know of.

DR. W. VAN FLEET—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

DOROTHY PERKINS—Shell-pink; extremely hardy, vigorous and free blooming. The shoots frequently grow ten to fifteen feet in one season. The perfectly double flowers are in immense clusters of thirty or forty.

BESS LOVETT—Flowers fragrant, clear bright red, good size, double.

HEART OF GOLD—Hardy climber. Crimson with white at base of petals.

EXCELSA—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson.

GARDENIA (Hardy Marechal Niel)—Very sweetly fragrant; creamy yellow.

WHITE DOROTHY PERKINS—Is a rampant grower, and in a short time will cover a large trellis. Glistening white.



Dorothy Perkins



SILVER MOON

—Blooms very large four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower.

MARY LOVETT—Has been termed the White Dr. Van Fleet. Hardy as an oak, a good grower, splendid for cemetery planting or wherever an absolutely **Keystone** hardy, white climbing rose is wanted.

AMERICAN PILLAR—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

JACOTTE—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

MARY WALLACE—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Very hardy.

EUGENE JACQUET—Immense trusses of fragrant cherry-red flowers in profusion.

EMILY GRAY—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

ALBERIC BARBIER—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

CHRISTINE WRIGHT—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double borne in large clusters. A fine pillar rose.

VIOLETTE—Rather large flowers of deep reddish violet borne in big trusses on a strong slender-caned plant.

AUNT HARRIET—Amazingly fine with its masses of dazzling scarlet-crimson roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.

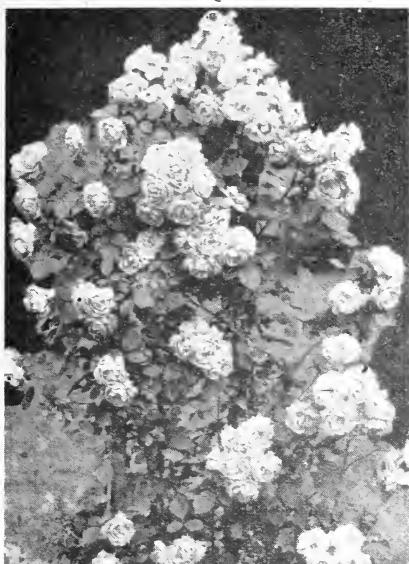
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IOWA. "My Paul's Scarlet and Birdie Blye are blooming wonderfully and are a sight to behold. They are just loaded with blooms and only two years old."—Mrs. O. L., Burlington, Iowa.



HARDY CLIMBING ROSES—Continued



Paul's Scarlet Climber

BIRDIE BLYE—One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.

The Great Climbing American Beauty Rose

A Most Sensational New Arrival Among
"The Roses of New Castle"

Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as American Beauty, with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. Ours is the genuine stock. Absolutely true to name, on its own roots.



Climbing American Beauty

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The plants you sent me came in fine condition. I liked the plants so well I want more. They were all such fine strong specimens. Mrs. W. N. Hunt, Teaxs.



(From The Evening Bulletin — Philadelphia, Sept. 12, 1925)

ROSE GROWING MADE EASY

Don't Bother with Budding or Grafting. Briar is Always a Nuisance.

"The common belief that all modern roses must be budded or grafted to secure permanent trees is not accurate, says 'Answers' (England). Roses growing on their own roots will give results equal to any produced on briars.

Growing budded roses is a source of endless trouble to many novices. The briar grows up and the grower, not knowing it from the real rose growth, allows it full scope. In a year or two the briar has asserted itself, taken full control, and nothing but dog roses are produced.

With roses on their own roots, there is never any of this trouble. Should the bush be cut down by frost at any time and the roots not harmed, real rosewood is again produced in the spring. On the other hand, many amateurs have set out to plant a rose bed and secured the best of budded stock but in a year or two have had only briars for their trouble.

With a budded rose you may get more vigorous growth, and probably a more robust bloom, but give a rose, growing on its own roots liberal treatment and it will come in first every time.

The gardener who sets out to grow roses on their own roots simplifies his work."

Last Spring I purchased a star size Jeannette Heller rose from you and it now has more than two dozen nice buds on it. I have ten different roses of the best I could purchase, but Jeannette Heller is in a class by itself. I would not give it for all the other ten combined! —M. M., Hamilton, Ohio.

"Mr. DeGregory has the finest roses and Chrysanthemums ever grown in the Bahamas. There are over 1100 rose bushes. He has overcome all discouragement and has given our people an interesting object lesson." —Nassau Guardian, Nassau, Bahamas. (All the roses and other plants are New Castle, Indiana, products.)

"The rambler roses I got from you are all O. K. Birdie Blye has bloomed about five times and is in bud now." —Frank Allender, Caysville, Penn.

"I am delighted with the roses I received from you. They reached me in fine shape." —Mrs. Chas. Gillespie, 43 Wolcott St., Brooklyn, N. Y.

Miscellaneous Roses

HERMOSA—The favorite of the old-time gardens and just as popular today; blooms in fine clusters; large, very double and fragrant; color beautiful clear rose.

SIR THOMAS LIPTON—RUGOSA ROSE—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. Hardy as an oak.

HENRI MARTIN—HARDY MOSS ROSE—Deep rosy-carmine shaded to bright crimson. A most charming large rose with exquisitely mossed buds.

ELIZABETH ROWE—This is an old favorite moss rose with its deep pink buds well mossed. A beauty.

GREEN ROSE—A CURIOSITY—An interesting member of the rose family, grown for its oddity. Flowers small, pointed, double, and of the same color as the foliage—dark pea green.

HUGONIS—A rare novelty, known as the "Golden Rose of China". Very unique, blooming early before all other varieties, bearing masses of single yellow flowers. Extremely hardy.

Prices of above Roses: Strong, first size plants, 25c each, any 5 for \$1.00, postpaid; extra heavy two-year-old plants, 70c each; \$8.00 per dozen, assorted; prepaid by parcel post, 90c each, \$9.00 per doz.; still larger plants, star size 90c each, \$10.00 per doz., by express; prepaid by parcel post, \$1.00 each, \$11.00 per doz. All on own roots.

AN IMPORTANT POINT

The most important thing to consider is to buy rose plants that are healthy. Budded, field-grown, dormant roses on wild roots, which we do not grow or sell, are very badly affected in many sections of the country with deadly diseases such as Brown Canker and Cane Canker which means the plant gradually dies and there seems to be no preventative measures for these diseases. Our roses on their OWN ROOTS, pot grown, brought on in a temperature slightly above freezing. Nature's way of doing it, have no such diseases. They are absolutely healthy and we have thrown out of our list all varieties that we regard as being difficult to succeed with. Our list comprises roses that are healthy and easy to succeed with—the best varieties we think—now known.



Typical Hardy Climbing Rose

"National Set" of roses came in fine condition, I never saw finer plants come from any greenhouse.—E. J. A., Marengo, Illinois.

Best Chrysanthemums

WILL BLOOM THIS YEAR

Gorgeous Autumn blooming plants. Very popular. The last flowers of the year. Hardy with protection. A superb collection of fine, large flowering plants.

Price of all Chrysanthemums on this page, strong plants, 15c each, any 4 for 50c; \$1.50 per dozen postpaid.

Oconto—Pure white, large blooms.

Golden Chadwick—Handsome yellow. Incurred.

Pacific Supreme—Fine large pink.

Charles Rager—A pure white variety, early.

Roman Gold—Superb yellow, early.

Rose Chochard—A very large dark pink.

White Chieftan—Medium size, white.

Harvard—Late, dark velvety crimson. Double.

Silver Sheen—Beautiful, large white.

Seidewitz—Large, beautiful creamy white.

Richmond—Fine, large, deep orange yellow.

Pink Chieftan—Medium size, pink.

Eetsy Ross—Incurred white.

Major Bonnafon—Fine incurved yellow.

Golden Glory—Shining gold, full and big.

White Mistletoe—Large, pure white, very late.

Pink Mistletoe—Very large, pink, very late.

C. C. Pollworth—Choice early yellow.



New Castle Chrysanthemum

Hardy Pompon Mums

Entirely hardy, producing hundreds of miniature flowers. Very showy. Continue blooming even after heavy snows. They last for years. Our collection includes the very best.

Sunshine—Crowded sprays of intense yellow.

Christmas Gold—Bright golden yellow.

Mrs. Buckingham—Single rosy, pink, yellow center.

Diana—Pure white.

Miramar—A fine bronze. Incurred petals.

New York—Handsome golden bronze.

Red Doty—Bright red.

Lillian Doty—Incurred soft pink.

Klondike—Brilliant yellow.

Hilda Canning—Brilliant bronze.

Godfrey—Late, light pink.

Uvalda—Very early. Pure white.

Golden Feather—A rich reddish bronze.

Frau Beau—A pretty yellow brown.

Red Beau—Deep reddish brown.

POMPON SET OF MUMS

5 FOR 50c POSTPAID

Diana—The best pure white.

Mrs. Buckingham—Single rosy pink.

Klondike—Gorgeous bronze-yellow.

Lillian Doty—Shell pink.

Miramar—Splendid bronze.

SPECIAL OFFER—One each of the above five Pompon "Mums" for 50c prepaid.

PLEASE ORDER AS "POMPON SET"



A recent photograph of typical Pompon Chrysanthemums, hardy, everlasting and beautiful.

"Supreme Set" of Chrysanthemums and "Favorite Collection" of Roses received. They are more than I expected, to say the least. They are first class and dirt cheap—F. C. O., Salt Lake City, Utah.



Gorgeous Dahlias

No other word but GORGEOUS can describe the beauty of the Dahlias offered on this page. In the brilliant and almost barbaric combination of colors, the Dahlia has no rival. Easy to grow, they are an immensely popular flowering plant for the garden. Plant as soon as all danger of frost is past in average garden soil; cover the tubers or bulbs about six inches deep. Cultivate well until blooms begin to show, then mulch with well rotted manure, or feed a good standard plant food, and you will be astounded with the magnificent flowers produced. Our list includes the best and most popular varieties in cultivation, and bound to please the most exacting dahlia grower. Order a number of these magnificent Dahlias to obtain a wide range of bright, cheerful colors. All prices include postage, when sent by parcel post.

New and Rare Dahlias

MRS. I. DE VER WARNER—Deep mauve-pink or lavender. Long, stiff stems. One of the best decorative varieties. Fine for cutting. **75c each.**

EMPEROR—Decorative type, large, a deep, velvety crimson, almost maroon. **75c each.**



Dahlia Jersey Beauty

JERSEY BEAUTY—A very fine, true pink, flowers of immense size, perfect shape, produced on long, straight, stiff stems; very free bloomer. A truly wonderful decorative dahlia. **75c each.**

WASHINGTON CITY—A gigantic pure white, star-like flower, cactus type. It has a long, stiff stem and holds its flower erect. **50c ea.**

BILLIONAIRE—Rich, golden yellow. Immense flowers, peony type. **50c each.**

MILLIONAIRE—Delicate lavender, with faint pink cast overshadowing it. One of the best known lavender-pink decorative dahlias; immense flower, six to nine inches in diameter. **50c each.**

BERTHA STORY—A very large flower of deep rose pink on long stem. Occasionally flowers showing white petals. Remarkably free bloomer. Decorative type. **50c each.**

F. W. FELLOWS—Color bright orange scarlet. Produces its flowers in profusion. Cactus type. **50c each.**

GEORGE WALTERS—Salmon pink, with touches of yellow. A reliable and very popular variety. Hybrid cactus. **50c each.**

KALIF—A majestic flower. Pure glowing scarlet. Gigantic flowers, are held erect on strong, stiff stems. Free bloomer. Hybrid cactus. **50c each.**

Choicest Cactus Flowered

This class produces large, loosely formed chrysanthemum-like flowers. The long, narrow petals are variously rolled and twisted. The flowers are borne on long, slender stems and most artistic.

MRS. J. W. WILKINSON—Deep pink, with very long gracefully twisted petals. **35c ea.**

GEN. BULLER—Rich, velvety crimson-maroon, tipped white. **25c each.**

W. B. CHILDS—A beautiful, dark purple-maroon. A reliable variety of its color. Extra large flowers. **25c each.**

RENE CAYEUX—Clear, glowing crimson, and an early and profuse bloomer. **25c each.**

COUNTESS OF LONSDALE—Salmon-pink, a good variety, excellent for cutting. Should be in every garden. **35c each.**

Decorative Dahlias

This type produces large, somewhat flat but most beautiful flowers, double and full to the center; petals irregularly situated, long, broad and nearly straight. A beautiful and most popular type.

ELIZABETH SLOCUM—Rich, deep garnet; fine, large flowers; extra good stems and a strong, vigorous grower. **35c each.**

JACK ROSE—The identical shade of the rose with the same name. A beautiful red. A magnificent flower with perfect form. **25c ea.**

MINOS—Intense, velvety maroon almost black. An ideal cut variety. **25c each.**

J. M. GOODRICH—New decorative. Color is entirely new and wins instant favor. A beautiful salmon-pink, each petal effectively tipped primrose-yellow. **35c each.**

EASTON—Brilliant Turkish red, good form and remarkably free flowering. **25c each.**

FRANK A. WALKER—A charming shade of deep lavender-pink. For garden decoration or for cut flowers has no superior. Flowers are produced in abundance on long stems. **25c each.**

Peony Flowered Dahlias

Gorgeous new type, semi-double, loosely arranged petals, two, three or more rows in the flower, surrounding a large golden-yellow center, petals pointed, sometimes twisted and sometimes the inner ones curl over the center like a peony.

HORTULANUS BUDDE—A bright scarlet of splendid habit. **25c each.**

ROCHESTER—Color a gorgeous crimson-maroon, effectively striped and splashed pure white. Every petal twisted, making a gay contrast with the yellow center. **35c each.**

CALIFORNIA—In color it is a beautiful, clear, rich, deep yellow. The blossoms are large and produced upon good, long, stiff stems. A gem in the garden and a splendid cut flower. **35c each.**



I have bought roses from many firms but never had the success I am enjoying with your roses—Mrs. G. S. W., Union City, Ind.



Magnificent Peonies

The Peony is without question the most glorious flower in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Even when not in bloom the Peony is decorative in the extreme and worthy of a prominent place in the garden.

SELECT LIST OF PEONIES

We offer only the cream of the many hundred varieties. Don't buy the cheap kinds. They don't produce the blooms. Ready for immediate delivery.

Price all Peonies, in large two and three eye roots, 65c each. \$7.50 per doz. postpaid, assorted if desired.

Edulis Superba. Very early. Immense in size; color clear, silvery pink. A giant Peony, full and double.

American Beauty. Immense, brilliant crimson. Nothing to equal it.

Duchess D'Orleans. Dark carmine.

Queen Victoria. Best white.

Charlemagne. Lilac; white, slight blush center. Double.

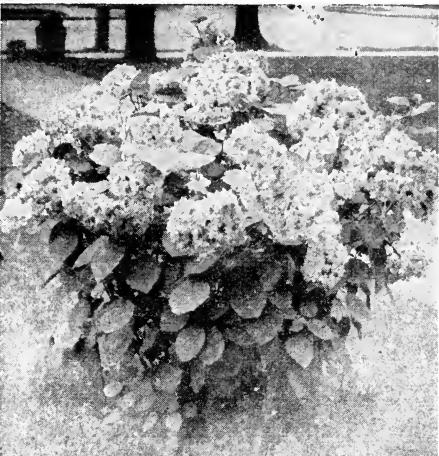
Modeste Guerin. Deep rose; double.

Francois Ortegat. Deep crimson.

Canary. Double white, primrose center.

Nobilissima. Dark violet red. A very beautiful variety.

Festiva Maxima. White, red in center. Very large and fine.



Everblooming Hydrangea

Duchess de Nemours. Sulphur-white, changing to pure white. Double. Early.

Candidissima. Creamy-white, sulphur yellow center.

Rosea Elegans. Soft rose-pink. Large, full, double.

Everblooming Hydrangea

Constantly in bloom from early in June until frost. All summer long it bears great clusters of white flowers, much like the tender Hydrangea in size and form; it will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house. Handsome bright green foliage. Hardy everywhere.

Hibiscus

Meehan's Marvel Mallow—Large flowering plants which make a bush like growth from 4 to 5 feet high and 2 to 3 feet across. The flowers are enormous in size, frequently 8-10 inches in diameter. Mixed colors—pink, red or white.

Hydrangea Paniculata

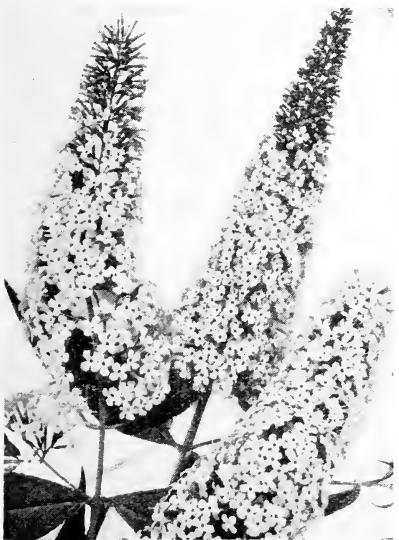
Attains a height of 5 to 7 feet; hardy. Blooms in July and August, and continues in bloom for two or three months; the flowers are massive, cone shaped, often measuring 10 inches in length, changing from original pure white to pink and finally to rich coppery-red.

Buddleia—Butterfly Bush

The long flower spikes are made up of numerous small florets somewhat on the order of a Lilac. The color is a beautiful shade of lilac shading to lavender, and the plant is a mass of bloom from June until frost. Perfectly hardy. **Pot grown 35c ea., 3 for \$1.00 postpaid.**

A PROFITABLE INVESTMENT

If you will stop and ask yourself what is there in which you can invest \$5.00, \$10.00 or \$25.00 that will give you a greater return than anything else you could buy, not to speak of the enhanced value of your property, and the pleasure that every member of the family will derive from them, the answer will come quick and fast—"Roses and flowering plants and vines," and now, this year—indeed today—is the time for you to make a beginning. Unlike any other form of improvement or pleasure, money invested in Roses, plants and vines, increase in value.



Buddleia, Butterfly Bush

Prices of Hydrangea and Hibiscus: First size plants, field grown. 50c each, postpaid; 2 year-old field grown plants 75c each, \$8.50 per doz. by express; 85c each, \$9.50 per doz. postpaid.



Plants are fine. Packing was the very best. I shall be glad to recommend you to my friends—Mrs. D. W., Westfield, Iowa.



Hardy Phlox

These are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, bloom of the most delicate colors, produced in continuous profusion.

R. P. STRUTHERS—Salmon, claret red eye; tall.

ROSENBERG—Purple, red eye.

FERDINAND CORTEZ—Tall, deep crimson.

RYNSTROM—Rosy pink, fine for massing.

PANTHEON—Soft salmon rose. Beautiful.

CHAMPS ELYSEE—Purple.

EUROPA—Pure white, crimson carmine eye.

ATHIS—Deep, clear salmon.

RHEINLANDER—Salmon pink, claret red eye.

TERRE NEUVA—Lavender, dwarf grower.

MRS. JENKINS—Best tall early white variety.



Phlox, R. P. Struthers

Prices Hardy Phlox: Strong, vigorous, field-grown plants, the only reliable kind for immediate effect, 30c each; for \$1.00; \$2.90 per dozen, postpaid. One each, 10 Phlox above, \$2.35, postpaid.

German Iris

Iris or Fleur-de-lis is one of the most beautiful hardy garden plants. These hand-some beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, remaining in the ground from year to year, increasing in size and beauty.

CAPRICE—Cerise, deeper falls, early.

CATERINA—Standards light blue, falls lilac; very large; very tall.

CRIMSON KING—Rich claret purple.

DR. BERNICE—Standards coppery bronze falls rich velvety crimson. Extra fine.

HONORABILIS—Golden yellow and crimson brown.

MADAME CHEREAU—White frilled edges beautifully penciled violet-blue.

QUEEN OF MAY—Lilac pink, large; midseason. Beautiful tall growing variety.

SPECIOSA—Lavender and reddish purple.

SHERWIN WRIGHT—Fine bright yellow.

WALHALLA—Standards violet, fall purple.

Price of all Iris: Strong plants, 20c each; 3 for 50c; set of 10 varieties above, \$1.50 postpaid.

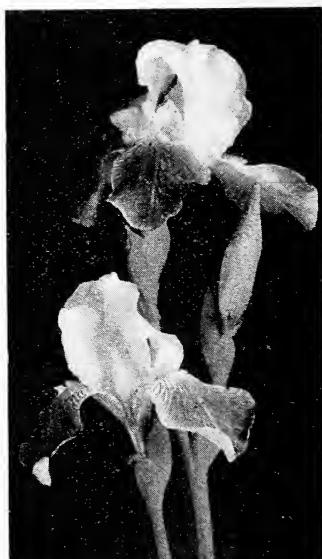
I love the Jeannette Heller Rose—its color and form are beautiful—E. N. H., Montgomery, Ala.



Giant Persian Cyclamen

Giant Persian Cyclamen

The most decorative of all pot plants. The foliage is dark olive-green, variegated with silver and rose. The fairy-like flowers are carried on long stems, produced for several successive months. The plants grow on for years, producing more and more flowers as they increase in age and size. The flowers, which are of odd form embraces every delightful shade of color. We offer strong 4-inch pot plants. 50c each, 4 for \$1.75 postpaid.



German Iris



I have about 60 budded roses but they do not seem to be satisfactory and want to try own root roses.—G. W. S., Oklahoma City, Okla.



Lilium Regale

Truly a regal beauty. The flowers are white, slightly suffused with pink, with a beautiful shade of canary-yellow at the center, blending out part way up the trumpet. The fragrance is delightful, similar to the jasmine. A splendid hardy Lily for the garden, flowering about July 1. The easiest Lily to grow.

Price, 25c each, 5 for \$1.00; \$2.25 per doz. postpaid.

CALLA LILIES—Grand pot plants. Easy to grow, free bloomers and superb flowers. Good at all seasons.

EVERBLOOMING CALLA GODFREY

(Dwarf). In bloom all the time.

Price 25c each, 5 for \$1.00 postpaid.

LILY OF THE NILE—The old favorite White Calla. Grand white flowers. To aid profuse blooming, keep dormant from the middle of June until the last of August; repot in good, rich soil, using 6 to 8 inch pots; give water, light and heat in abundance.

Price; Strong pot plants 25c each, 5 for \$1.00 postpaid.

BELLADONNA LILY—Amaryllis Belladonna—Bears splendid clusters of soft, rosy pink, flowers as large as Bermuda lilies on stout leafless stems one and one half to three feet high with a delicate fragrance.

Extra large bulbs, 6 to 12 inches in circumference. 50c each; 3 for \$1.25 postpaid.



Two year old rose plant, soil on roots, wrapped ready for shipment

DIFFERENT SIZES OF ROSES

Our 1st size Rose plants are strong and sturdy—give great satisfaction.

Our two year old and star size Rose plants grown under our own methods are unsurpassed in size, vigor and blooming capacity. They are the last word in Rose excellence. All plants on own roots—the best for the amateur.

All plants, bulbs etc., are as good as the dealer's reputation, no better.



Regal Lily

FUCHSIAS—The bright flowers are borne in large drooping clusters, very large and graceful. Many beautiful colors with different shadings. Price 35c each postpaid.

LANTANAS—The brilliant colors and profuse blooming habit makes this a very desirable plant for porch boxes or pots or to be set out in summer. A wide range of colors.

VINCA VARIEGATA—Beautiful trailing vine, bright green leaves bordered with creamy white.

Price 15c each, 10 for \$1.00, postpaid.

HELIOTROPE—Delightful old favorite. Flowers deliciously fragrant, florets wide and flat, color true heliotrope.

ABUTILON (Flowering Maple)—Flowers deep bell shape in various colors borne in profusion throughout the season. Very showy.

SANSEVIERIA—Ideal decorative plant of beautifully striped leaves, white on dark green ground. Stand more hardship than any other house plant.

OTAHEITE ORANGE—A dwarf reproduction of the genuine fruit bearing orange tree, the flowers being identical. Fragrance is delicious. Fruit measures 3 in. in diameter and is edible. 35c each; 3 for \$1.00 postpaid.

AMERICAN WONDER LEMON—Pure white flowers, as large as tuberose blooms, fragrant as orange blossoms. Large fruit, full of rich juice. Large plants, 50c each postpaid.

Price of all plants on this page except where noted, 20c each 3 for 50c, postpaid.

STIM-U-PLANT TABLETS

An excellent, odorless, highly concentrated plant food, tablet form for all kinds of pot plants during the winter. Will increase growth and heighten color. These can be used in tablet form or dissolved in water. Complete directions with every package. Price, small size, 25c; 100 tablets for 75c; 1000 for \$3.50, postpaid.

SULPHO-TOBACCO SOAP

For sure, easy and immediate extermination of all insect life on plants, is a matchless preparation. It dissolves readily in water, and may be applied with a Tyrian Sprinkler. Price, 3 oz., cake, 15c; 8 oz., cake, 30c, postpaid.

Roses received in excellent condition. They are so large and so nice and fresh I cannot resist ordering more. I cannot speak too highly of your roses.
—R. C. E., Cincinnati, Ohio.



Our Wonderful Canna Lilies



Great King Humbert, like an Orchid

KING MIDAS—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

EUREKA—The best and only real white, very rare. Large substantial flowers freely produced on vigorous upright stalks. 4½ feet.

MRS. ALFRED F. CONARD—4 feet. Color, a beautiful shade of salmon-pink. Flowers of immense size. Producing blooms so freely as to make a continuous show for several months.

FOR CANNA BED (NO. 20)

For circular Bed 7 feet across
1 Scarlet with red foliage for center.
6 Yellow for first circle.
12 Red for second circle.
19 in all, postpaid, \$2.75.

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical like foliage, thriving under the hottest and driest conditions. Their gorgeous flowers with immense heads are produced during the entire summer. We offer the best varieties now known. Don't plant cheap kinds. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar. Figures in descriptions mean height.

Price on all Cannas: strong plants 20c each; 6 for \$1.00; \$1.75 per dozen postpaid, \$12.00 per 100.

PRESIDENT—Considered the best red. Immense heads, glowing crimson flowers, 7 inches across.

PANAMA—Orange-red petals, bordered with a broad edge of golden-yellow. Flowers, large over-lapping.

KING HUMBERT—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined with crimson.

YELLOW KING HUMBERT—4 feet. A sport from the bronze foliage variety of the same name, but with blooms of yellow dotted with red, and green foliage.

MISS THEO. HALL—4 feet. One of the largest. Colors a beautiful shade of salmon pink. Flowers of immense size.

WINTZER'S COLOSSAL—5 feet. Gorgeous vivid scarlet blooms, colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.

CHARLES HENDERSON—Brilliant crimson. 5 feet.

GIGANTEA—Tall growing, 7 feet. Medium crimson flowers.

ALPHONSE BOUVIER—Beautiful wine red, distinct. 5 feet.

FOR CANNA BED (NO. 30)

For circular Bed 10 feet across
1 Red foliage for center.
6 Pink for first circle.
12 Yellow for second circle.
18 Scarlet for third circle.
37 in all, \$4.50 postpaid.

Geraniums

These old favorites continue to be the most popular of flowering plants. Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, both indoors and in the open ground there is nothing to take the place of Geraniums. Our list includes the finest varieties in cultivation; well-developed plants for immediate blooming.

Price all Geraniums, large thrifty plants for immediate effect, 15c each; 4 for 50c; \$1.50 per dozen, in one or assorted varieties, postpaid.

A. BROWN—Magnificent rosy crimson, fine.

FRAU PERKINS—Beautiful cerise pink, white center.

MME. BARNEY—Famous double pink, of a lively shade; exquisite.

La FAVORITE—Double, pure white. The leader. Very attractive.

ALPHONSE RICARD—Double, bright vermillion.

JEAN VIAUD—Double, bright, clear shade of mauve-rose, shading to a white throat.

S. A. NUTT—Double, dark red. Free bloomer. None better.

SCARLET BEDDER—Scarlet.

IMPROVED POITEVINE—Salmon pink.

RED BARNEY—Red; strong grower.

SWEET SCENTED—Delicious rose scented; an exquisite variety.

AMERICAN BEAUTY—Beautiful crimson.



Geranium, Jean Viaud

"Jeannette Heller Collection of Roses"

10 WONDERFUL HARDY EVERBLOOMING GARDEN ROSES POSTPAID FOR \$1.75



Famous Jeannette Heller

HELENA CAMBIER—Large double, beautifully formed flowers of salmon rose to coppery rose shades. A great rose.

KOOTENAY—New creamy white. An improved Kaiserin Augusta Victoria. Blooms full and double. Profuse bloomer.

DAVID O. DODD—New, magnificent, rich crimson scarlet. Large beautifully shaped buds and gorgeous double flowers.

MISS EDITH CAVELL—Baby Rambler. Bright crimson with white eye; enormous clusters; very dwarf; always blooming.

SPECIAL OFFER

One each, strong, first size plants of the 10 superb roses above, postpaid for \$1.75. The complete set in strong, two year old plants, 10 in all \$6.00 by express, \$7.00 prepaid by parcel post. The 10 varieties in lusty, star size plants \$9.00 by express, \$10.00 by prepaid parcel post.

Order as "Jeannette Heller Collection".

Great Trial Collection \$1

8 STRONG, HARDY EVERBLOOMING ROSE PLANTS POSTPAID FOR \$1.00

Enormous production alone makes this marvelous offer possible. Order this Collection and you will be richly repaid. The TRIAL COLLECTION—8 sturdy plants \$1.00 postpaid, includes the world famous **Jeannette Heller** Rose, our own Rose, exquisite and lovely. Exquisite shadings of pink and cream. Also **Alexander Hill Gray**, great, hardy, yellow everblooming bush Rose. Every variety a prize winner, a thing of beauty. THE SELECTION IS ALWAYS OURS.

Here are 10 all-star garden, bush roses. Have everything good roses should have—hardiness, splendid health, gorgeous, fragrant flowers. Bloom continuously this and every year. A great collection of every shade and color.

JEANNETTE HELLER—Our own famous garden rose. An exquisite blending of pink and cream color. Extra strong, hardy and vigorous and very free blooming. Magnificent flowers.

BABY DOLL—Our sensational Rose; dainty, perfect flowers, colors ranging from vivid crimson to old gold; a combination unique and pleasing; always in bloom.

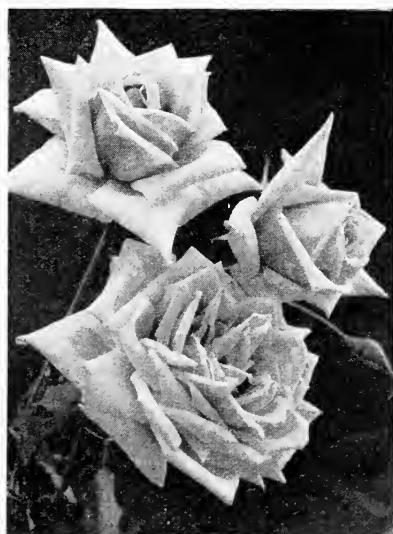
MRS. B. R. CANT—Deep pink flowers with silvery center. Double and very fragrant.

CRIMSON QUEEN—A rich, velvety crimson, strong, vigorous grower. Very hardy.

PINK COCHET—A clear, rich pink, changing to silvery rose. Flowers double on long stems.

MME. FRANCISCA KRUGER—A beautiful rose of strong bushy habit. Flowers large, double. Color salmon, deeply shaded coppery yellow. Always in bloom.

Jeannette Heller has bloomed constantly since June. It now has more than two dozen buds on it and is the most beautiful rose I ever saw. It is in a class by itself!—M. M. M., Hamilton, Ohio.



Alexander Hill Gray
(Trial Collection, 8 for \$1.00)



Roses received in perfect condition. Was very much pleased to find them so large and well rooted. They are far superior to plants from other nurseries—Mrs. J. J. C., Pawhuska, Okla.



Look What 50 Cents Will Buy

Greatest Value for the Money Ever Offered—We Ship Highest Grade in Every Collection.
All labeled, our selection, 50c postpaid for each collection.

The collections below (50c each) represent the greatest value ever offered. All stock the very finest. They will prove to you the remarkably high quality of our goods and why they are famous the world over. The plants and bulbs in these collections are not cheap stock, except in price—the quality is the same as that of all stock sent out by us, and each collection is sent with our usual guarantee that they shall reach you safely anywhere in the U. S. A. proper. Sent by parcel post, postage paid. Don't fail to include some of these great bargains in your order. All collections our selection.

PLEASE ORDER BY COLLECTION NUMBER.

50c buys four splendid new hardy Tea Roses. A choice selection of No. 45 colors.	50c buys five elegant Chrysanthemums. The blooms are large and hand-some. No. 50	50c buys 1 Asparagus Sprengeri, 1 Asparagus Plumosus, 1 Geranium, 1 No. 55 Fern.
50c buys three hardy Hybrid Tae Roses. Beautiful colors and tints that will please. No. 46	50c buys four extra fine Carnation plants that will bloom for you all the season. No. 51	50c buys 10 fine Tubero-rose bulbs, 5 Excelsior Pearl, 3 Orange flowered and 2 New Variegated Leaved No. 56 varieties.
50c buys two hardy bush Roses and 2 hardy Climbing Roses. Rare No. 47 and brilliant.	50c buys three elegant Canna plants for outdoor planting. Assorted No. 52 kinds.	50c buys 12 new and rare Gladioli of assorted colors. A collection of No. 57 splendid value.
50c buys 3 choice Geraniums. Wonderful selection. The lovely colors No. 48 will please.	50c buys one Phlox, two German Iris. Assorted colors and desirable in the No. 53 garden.	50c buys three splendid Dahlia bulbs. Mixed kinds. Good, strong tubers. No. 58 Fine value.
50c buys four splendid Ferns. A rare opportunity to secure Ferns for your fernery or a fine addition to your window or porch No. 49 box.	50c buys one Chrysanthemum, one Canna, one Carnation, one Fern. An extra good collection that will be a continuous pleasure. No. 54	FREE in all orders for 4 or more of these collections we will add a vigorous plant of our own world famous Rose, Jeannette Heller, FREE .

DECORATIVE FERNS

There is a charm about the fern for home ornament hard to equal with any other plant, with its long sprays of lively green, handsome foliage. Even the smallest plants in a short time grow into magnificent specimens.

Price of all ferns: Strong, shapely plants, 20c each; any 6 for \$1.00, postpaid; larger size 4 and 5 in., potplant, 75c each by mail, postpaid.

Whitmanii—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Very graceful.

Boston Fern—Long, broad fronds, drooping gracefully; forms an immense plant.

Teddy, Jr.—New dwarf fern. Fronds are broad and beautifully tapered from the base to the top, drooping just enough to make a graceful plant.

Roosevelt—New and grandest of all, with fronds beautifully frilled and waved. Compact, vigorous grower.

Scotti—Dwarf growing, compact and a great favorite. Broad petals, strong, upright plant.

Exaltata—Strong, upright grower; deep green fronds of heavy texture.

CHOICE FERN COLLECTION

Owing to an immense production of these beautiful ferns, we can offer 5 of these grand Ferns at an unheard of price of 75c.

HARDY CLIMBING VINES

Clematis Paniculata—The flowers are pure white and are borne in great clusters of bloom, fairly covering the plants. It begins to bloom late in August the first year. Hardy in all sections of the country. **Strong 1 year plants 25c each. Strong 2-year-old field grown plants, 50c each, postpaid.**

English Ivy—A splendid evergreen climber with dark glossy green leaves; clings firmly to stone, brick or wood walls without trellis or support. **25c each; 5 for \$1.00, postpaid.**

Ampelopsis Veitchii (Boston or Japanese Ivy)—It covers buildings and walls with a perfect mat of dark green, leathery foliage, which changes to brilliant crimson as fall approaches. Clings to either tree or wood without support. Fine plants, **25c each; 5 for \$1.00; three-year-old plants, 75c each, ppd.**

Asparagus Sprengeri—For pots, vases or hanging baskets. The long, slender branches droop most gracefully, clothed with feathery, emerald green fronds. It is one of the best of all plants for the window box if planted to droop over the edge. **Price, 20c each; 3 for 50c, postpaid.**

Asparagus Plumosus—Foliage resembles the finest lace. Elegant for cutting and is especially lovely for table decoration. **Price, 20c each; 3 for 50c, postpaid.**



"Your Trial Collection came and I am more than pleased. They were nice plants and every one is growing. I am pleased with your selection.—Mrs. J. L. D., Emporia Kansas.



Jeannette Heller
The most wonderful Rose ever grown.

Hardy Climbing Roses

KEYSTONE—Finest free-blooming yellow.

SILVER MOON—Large pure white.

EXCELSA—With its immense crimson trusses.

ALBERIC BARBIER—Gorgeous yellow.

GARDENIA—Yellow, the hardy Marechal Niel.

TAUSENDSCHEON OR THOUSAND BEAUTIES—Pink, white, rose and yellow tints.

AUNT HARRIET—Dazzling scarlet.

CHRISTINE WRIGHT—A great clear pink.

HIAWATHA—Brilliant carmine, white eye.

These are strong field-grown plants, all on their own roots.

Any 1 to 5 bushes, 50c each; any 6 to 20 bushes, 45c each. Prepaid anywhere in U. S. A.



Hardy Climbing Rose

"Favorite Collection" \$1.00

8 HARDY CLIMBING ROSES, POSTPAID, \$1.00

Hardy Climbing Roses have become immensely popular. Once planted they last a life time. For trellises, arbors or verandas they make a beautiful sight, producing thousands of flowers. All hardy, growing bigger and better year after year. Good for hedges. Can be trimmed for single specimens to any size. Read testimonial below.

SPECIAL OFFER

For \$1.00 we send 8 strong sturdy, climbing Rose plants, best varieties, all labeled and different, our selection. 8 of them for \$1.00, postpaid. Please order as "The Favorite Collection."

"Gentlemen—Late in August 1928 I purchased two "TRIAL COLLECTIONS." The unusually severe winter killed out many well established trees. However EXCELSA, CHRISTINE WRIGHT, AMERICAN PILLAR, TAUSENDSCHEON, BIRDIE BLYE and BABY DOLL wintered over and are in bloom as I write (June). Although only first size plants they outbloom many of my grafted roses for which I paid \$2.50 each. Although they arrived in the hottest month, August, they were so excellently packed that none even wilted upon being set out. Nothing You Say in Your Catalog is Exaggerated."—Mr. M. Z., Monticello, Wis.



Pink Radiance

Grand "Surprise Collection"

6 MAGNIFICENT TWO-YEAR-OLD ROSES FOR \$3.25 PPD.

We carry an immense Rose stock and rather than carry over odd lots, we offer this great collection, two-year old plants, all high grade Roses in every particular, at a special wholesale price. You are apt to have in this collection rare Rose novelties, but THE SELECTION IS OURS but plants ARE LABELED. We are selling them below the cost of production. Don't miss this great Bargain offer.

SPECIAL OFFER—6 splendid two-year old Rose plants, finest varieties of Roses in the world, no two alike, labeled, OUR SELECTION, but including "Pink Radiance," the dazzling pink garden Rose; "Jeannette Heller," the one best everblooming Rose in the world, and the others equally desirable; soil on the roots, delivered anywhere in the U. S. A., safe arrival guaranteed, for \$3.25 prepaid by parcel post.

**PLEASE ORDER AS THE "SURPRISE COLLECTION"
AND YOU'LL GET THE SURPRISE OF YOUR LIFE**

INDEX, TERMS AND GUARANTEE

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong, and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H. T., Hybrid Teas; H. P., Hardy Perpetuals; C. T., Climbing Teas; H. C., Hardy Climbing; M., Moss; Pern, Pernetiana; P., Polyantha; Rug., Rugosa; C. H. T., Climbing Hybrid Teas.

Varieties	Class	Page	Varieties	Class	Page	Varieties	Class	Page
Alberic Barbier	H.C.	18	Etoile de Lyon	Tea	14	Mrs. Aaron Ward	H.T.	9
Alex. Hill Gray	Tea	11	Eugene Jacquet	H.C.	18	Mrs. A. R. Waddell	H.T.	6
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American Beauty	H.P.	11	Fort. Dble. Yellow	C.T.	17	Mrs. Henry Morse	H.T.	6
American Pillar	H.C.	18	Francis Scott Key	H.T.	12	Mrs. Robert Peary	H.C.	17
Anny Muller	P.	16	Frau K. Druschki	H.P.	16	National Emblem	H.T.	11
Anna Diesbach	H.P.	16	Freedom	C.H.T.	17	Ophelia	H.T.	9
Aunt Harriet	H.C.	18	Gardenia	H.C.	18	Padre	H.T.	6
Baby Doll	P.	15	Garden Gem	H.T.	8	Paul's Scarlet	H.C.	19
Baby Tausendschön	P.	16	Gen. Jacqueminot	H.P.	16	Paul Neyron	H.P.	16
Bess Lovett	H.C.	18	Gen. MacArthur	H.T.	10	Perle des Jardins	Tea	15
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Cli. Columbia	C.H.T.	12	J. C. Mensing	H.T.	8	Red Giant	H.T.	8
Cli. Helen Gould	C.H.T.	17	Jeannette Heller	Tea	3	Red Letter Day	H.T.	12
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Elizabeth Rowe	M.	20	Mme. Eugene Marlitt	H.T.	10	White Cochet	Tea	13
Ellen Poulsom	P.	16	Mme. Gregoire Staechelin		6	Wm. R. Smith	Tea	15
Emily Gray	H.C.	18		H.T.	6	Yellow Cochet	Tea	13
Etoile de Holland	H.T.	8		H.T.	13	Yellow Killarney	H.T.	13
Etoile de France	H.T.	10	Mme. Jenny Gillemot	H.T.				

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Terms, Cash With Order—Personal check, Post Office Money Order, Bank Draft, Express Money Order, Registered Letter. All may be sent at our risk.

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Heller Bros. Co. is a trade name. The sole owner of this business is P. J. Lynch.

To Whom It May Concern:—"Mr. P. J. Lynch, owner of Heller Bros. Company, stands high in the business community and does an extensive nation-wide business. We recommend him as an honorable, upright business man, whose guarantee may be relied upon at all times."

Citizens State Bank, New Castle, Ind.

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County..... State.....

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Amount carried over

DESIRABLE PLANTS FREE!

You may select FREE any one of these desirable plants, provided your order amounts to \$3.00. If your order amounts to \$4.00 you may select any TWO of these plants or if order amounts to \$5.00 or more you may select any FOUR. These splendid plants are absolutely free, but you must make your own selection and ask for them.

Jeannette Heller, beautiful, fancy garden bush rose.

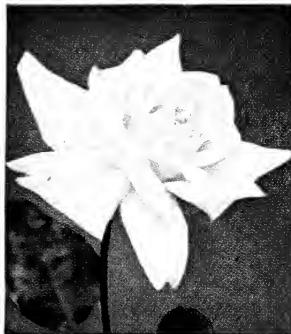
Alexander Hill Gray, one of the greatest yellow roses.

Chrysanthemum, any one variety on page 21.

Hardy Climbing Roses, any one variety on page 18.

Keystone, fine everblooming climbing rose.

The following flower loving friends would like to receive your free catalogue,
"The Roses of New Castle":



Kaiserin Augusta Victoria



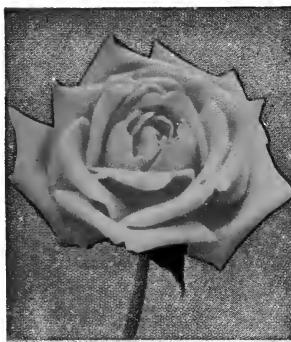
Gruss an Teplitz



Baby Doll

"National" Set of Garden Roses

12 HARDY EVERBLOOMING ROSES \$2.50 POSTPAID



Red Radiance

These twelve magnificent hardy, everblooming, bush roses represent the best garden roses for every section of America. Unsurpassed in healthy growth, freedom of bloom, beauty and fragrance of flowers. They grow and bloom gloriously everywhere. Our illustrations give but a faint idea of their great beauty. Our roses are wonderfully healthy. That is important. All are described more fully in other pages of this catalog.

Pride of New Castle—Perhaps the greatest of all deep crimson, everblooming roses.

Baby Doll—Exquisite, dainty and beautiful. Colors rival the rainbow. Miniature, dwarf. Always blooming.

Kaisericine Augusta Victoria—Pure white. Large double flowers.

Pink Radiance—One of the best, hardy, everblooming, garden bush roses in the world. Bright carmine rose, opal and coppery reflections.

Columbia—Deep peach pink. Strong grower, almost thornless. Fragrance delicious.

Red Radiance—Same as Pink Radiance but a beautiful clear red. Good everywhere.

Jeannette Heller—Our great, garden, bush rose. Exquisite blending of pink, rosy blush and pale yellow.

Deep and full. Grows everywhere.

Lady Hillingdon—Apricot yellow, shaded to orange on the outer edge of petals. Strong, healthy grower.

Jonkheer J. L. Mock—Enormous flowers, deep and double. Color bright, rich pink, faced carmine. A beautiful two-tone rose.

Gruss An Teplitz—One of the world's 12 best roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower.

Alexander Hill Gray—We have not seen a more glorious, perfect, pure yellow rose. Magnificent, large.

Mme. Jenny Gillemot—Brilliant saffron yellow, opening canary with dark golden shades. Hardy and strong growing.



A. H. Gray



Pride of New Castle



Pink Radiance

SPECIAL OFFER—One each, strong vigorous, first size plants, 12 in all postpaid for \$2.50. The entire set in strong two year old plants \$8.00 by Express, \$9.00 prepaid by parcel post; the 12 varieties in still larger star size plants \$11.00 by express, \$12.00 prepaid by parcel post. Order as "NATIONAL SET."



Mme. Jenny Gillemot

Two World-Famous Garden Bush Roses

In all the world there is not a more beautiful crimson rose than DAVID O. DODD unless it is our own great rose, PRIDE OF NEW CASTLE, but there is a difference between them. We say without hesitation, DAVID O. DODD is one of the two most beautiful crimson, free blooming, bush roses in the world. HELENA CAMBIER is a great fancy-colored rose. Blooms magnificent, growth marvelous. What people want is health in roses and that is what these roses have. They require no petting, no coaxing. They are gorgeous. No rose garden is complete without these two great bush roses.



Helena Cambier

*Helena Cambier

FANCY COLORED ROSE

HYBRID TEA. Of extraordinary beauty. Immense, perfectly double, beautifully formed flowers. Colors varying from pink or salmon-rose with saffron or coppery hues most difficult to describe or to illustrate. As the flower expands the colors lighten. A most remarkable bush rose of unusually good health. Free from disease. Vigorous, erect grower. Grows splendidly everywhere. Blooms continuously. Striking in appearance. Very hardy and exceedingly scarce. A great novelty Rose. Prices at bottom of page.

David O. Dodd



*David O. Dodd

SUPERB HARDY CRIMSON

HYBRID TEA. This new crimson bush rose is far and away more desirable than other crimson, such as Etoile de Holland, Hawlmair Crimson and other newcomers. A magnificent rich crimson, flushed scarlet, with superbly formed buds, carried erect and opening into large, beautifully shaped flowers. Very free flowering, growth bushy and upright; large, handsome foliage.

We consider this fine rose to be one of the best of its color, a great advance on all other crimson varieties and destined to become the greatest of all crimson ever-blooming roses. A splendid bush rose with no faults. Very hardy.

Prices: Helena Cambier and David O. Dodd: Strong first size plants, 25c ea.; 5 for \$1.00; \$2.25 per dozen, prepaid. Large two year old plants 75c each; 6 for \$4.00, \$8.00 per dozen, by Express. If wanted by Parcel Post add 10c per plant. Still larger * size plants \$1.00 each; \$10.00 per dozen. If star size plants are wanted by prepaid parcel post add 15c per plant. All plants on Own Roots. Prices include privilege of selecting one or both varieties. 6 at dozen. rate.

HELLER BROS. COMPANY
NEW CASTLE

P. J. LYNCH, Owner

INDIANA